MAR 4503 (591)

Buyer Behavior

Summer C, 2014

Syllabus

5:30 p.m.-9:20 p.m. Thursdays

Dr. Ron Lennon

rlennon@sar.usf.edu

REQUIRED TEXT:

NOTE: I STRONGLY encourage you to purchase the LATEST edition of this textbook, it is VERY INEXPENSIVE, and you will have access to all of the Power Points, Video clips and many other helpful materials that you will NOT get with a used edition of this book.

PREREQUISITES:
MAR 3023.

OFFICE HOURS: Thursdays 5:00-5:30 p.m.
OFFICE LOCATION: College of Business Suite, second floor room C223
OFFICE PHONE: (941) 359-4598
OFFICE FAX: (941) 359-4367

COURSE DESCRIPTION:
A study of the basic concepts of buyer behavior, including pre- and post-purchase attitudes and behavior patterns, information processing relating to the functional areas of marketing and the buyer's decision-making process. Managerial applications to marketing are emphasized.
### COURSE OBJECTIVES:
The objectives of this course are:

1. To give students a workable understanding and appreciation of the importance of studying consumer/industrial users’ attitudinal and behavioral patterns.

2. To give students an opportunity to expand their thinking capacity in order to aid in preparing themselves for decision-making type business positions.

### COURSE REQUIREMENTS:

#### EXAMS:
- There will be two exams given during the semester. Both exams are weighted equally (20% each). All exams will be a combination of short answer/essay and multiple choice questions.

- Material for the exams will come from the text, any handout material, lectures, guest speakers, student presentations, etc. The tests will be designed to assess your applied knowledge in solving specific problems.

#### PERIODICAL ARTICLE REVIEW (INDIVIDUAL):
- Each student will be required to complete the requirements for a periodical article review. See separate complete instructions related to this on Canvas.

#### IN CLASS ROUNDTABLE DISCUSSIONS (GROUP):
- In order to keep class discussion interesting and to draw in your specific expertise, a series of roundtable discussions are planned which connect class topics to real-life experience. You will become a part of a two/three person group and be responsible for one-chapter's roundtable, which focuses on selected concepts from the text. Your job will be to present the questions, lead the class in discussion of the issues, and connect the issues to real-world examples from industry. More importantly, your job is to show how the course concepts and frameworks are useful tools that can be applied in the real world. Please make a one page handout for the class, plus a 2-3 page write up for me of your goals, your logic, and what you hope to accomplish in your roundtable.

#### CLASS PARTICIPATION:
- Class participation will be assessed by your diligent and timely interactions in the classroom. (10%).

### CLASS ATTENDANCE POLICY:
Class attendance policies as stated below will be adhered to at all times (including lowering of final grade for too many absences)

Class Attendance Policy:

*There are no "free" cuts. If you have more than one absence in a course meeting once a week, the professor will reduce the student's earned grade by one letter. If you have absences of three or more times in a course meeting once a week, the student will be issued a grade of "F" in the course. As a part of this policy, two tardies constitute one absence in a course meeting once a week.*

Since Summer C classes only meet a total of 9 times, the above policy will apply to all situations. It behooves you to not miss any classes!

Make-up examinations will ONLY be permitted if a valid Physician's note is provided to the instructor. This note MUST indicate that the student was incapable of taking the examination at the specified time. Make-up examinations will be at the instructor's discretion.

Students anticipating being absent from class due to religious observance should inform me by the second class meeting.

**LATE ASSIGNMENTS:**

- Any assignment turned in late, that is--past the due date and time--will lose 10 points per hour or part of an hour (in other words, after 10 hours, you may as well not do the assignment, as it will earn 0 points).
- NO Make-up assignments will be permitted.

**TAPING OF LECTURES:**

- Permission is granted to tape any lecture that you may feel you need to.
- However, permission is NOT granted to sell any tapes or lecture notes from this or any other course that I teach.

**OTHER INFORMATION:**

- Cell phones should be turned off during class
- Texting during class will not be allowed.
- Use of laptops will only be permitted if you are typing notes or using the Power points for this class, otherwise you will be asked to turn off your laptop.
- Writing notes to friends on Facebook or Twitter or other social media during class is not something that will be tolerated
- Working on projects/assignments from this course or another course also will not be tolerated during class.
USFSM AND USF SYSTEM POLICIES:

A. **Academic Dishonesty**: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the catalog, USFSM Undergraduate Catalog and the USF System Academic Integrity of Students, and the USF Student Code of Conduct.

B. **Academic Disruption**: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the USFSM Undergraduate Catalog, USF System Academic Integrity of Students and the USF Student Code of Conduct.

C. **Contingency Plans**: In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor the Canvas site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information.

D. **Disabilities Accommodation**: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Disability Coordinator, 941-359-4714 www.sarasota.usf.edu/Students/Disability/

E. **Fire Alarm Instructions**: At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See Emergency Evacuation Procedures at www.sarasota.usf.edu/Facilities/documents/EAP_FAQ.pdf.

F. **Religious Observances**: USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. **Web Portal Information**: Every newly enrolled USFSM student receives an official USFSM e-mail account. Students receive official USF correspondence and Canvas course information via that address.
COURSE GRADING:

- The following grading scale will be used to determine your grade at the end of the semester:

<table>
<thead>
<tr>
<th>Component Grades:</th>
<th>Total: 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examinations:</td>
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<tr>
<td>Exam 1 (20%)</td>
<td>40%</td>
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<tr>
<td>Exam 2 (20%)</td>
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<tr>
<td>Class Participation:</td>
<td>10%</td>
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<td>Roundtable Discussion (Group):</td>
<td>30%</td>
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<td>Academic Article (Individual):</td>
<td>10%</td>
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<tr>
<td>Oral Presentation (Individual):</td>
<td>10%</td>
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<tr>
<td>Total:</td>
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Course Grading Scale:
- 97-100=A+
- 94-96 = A
- 90-93=A-
- 87-89=B+
- 84-86 = B
- 80-83= B-
- 77-79=C+
- 74-76 = C
- 70- 73= C-
- 60-69 = D
- Below 60= F

THE INSTRUCTOR RESERVES THE RIGHT TO MAKE ANY CHANGES TO THIS SYLLABUS WITH NOTICE TO THE STUDENTS.

Last updated on May 21, 2014
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Course Schedule
Summer C, 2014
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<table>
<thead>
<tr>
<th>Topic:</th>
<th>Assignment:</th>
<th>Date:</th>
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<tbody>
<tr>
<td>Orientation and Course introduction</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>5/15</td>
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<tr>
<td>Cook Library introduction &amp; APA instruction</td>
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<tr>
<td>Chapters 1 &amp; 2</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td></td>
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<tr>
<td>Chapters 3, 4 &amp; 5</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>5/22</td>
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<tr>
<td>Chapters 6 &amp; 7</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>5/29</td>
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<tr>
<td>Chapter 8 &amp; Review</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>6/5</td>
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<tr>
<td>Exam #1 (Chapters 1-7)</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>6/12</td>
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<td>Chapters 9 &amp; 10</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>6/19</td>
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<td>Chapters 11 &amp; 12</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>6/26</td>
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<td>Chapters 13 &amp; 14</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>7/3</td>
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<tr>
<td>Chapters 15 &amp; 16 &amp; Review</td>
<td>Purchase textbook &amp; review syllabus and course requirements</td>
<td>7/10</td>
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